

CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Great American Media
Attention: Diane Bluhm
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

<u>Contract / Revision</u> 544285 /		<u>Alt Order #</u> 07872465
<u>Product</u> DSCC		
<u>Contract Dates</u> 10/30/12 - 11/05/12		<u>Estimate #</u> //1139
<u>Advertiser</u> Democratic Senatorial Campaign Committee		<u>Original Date / Revision</u> 10/31/12 / 10/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8217	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/30/12	11/02/12	NewsChannel 3 News	5-6am		:30			NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$165.00			
2	3	10/30/12	11/02/12	Newschannel 3 News	6-7am		:30			NM	5	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$220.00			
3	3	10/30/12	11/02/12	CBS This Morning	7-9a		:30			NM	8	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				8	\$140.00			
4	3	11/05/12	11/05/12	CBS This Morning	7-9a		:30			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$140.00			
5	3	11/03/12	11/03/12	Early Show Saturday	9-11am		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$70.00			
6	3	11/04/12	11/04/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$470.00			
7	3	11/04/12	11/04/12	Face the Nation	1030-11am		:30			NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$565.00			
D 8	3	10/30/12	11/02/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
D 9	3	10/30/12	11/02/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
D 10	3	11/05/12	11/05/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
D 11	3	10/30/12	11/02/12	CBS Daytime	1228-3pm		:30			NM	0	\$0.00
12	3	10/30/12	11/02/12	Ellen Degeneres 3pm	3-4pm		:30			NM	5	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$270.00			
13	3	10/30/12	11/02/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	5	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$315.00			
14	3	10/30/12	11/02/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,600.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
544285 /	07872465

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/05/12	DSCC	//1139

<u>Advertiser</u>	<u>Original Date / Revision</u>
Democratic Senatorial Ca	10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
												Totals	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				4	\$400.00				
15	3	11/05/12	11/05/12	Newschannel 3 News	5-530pm		:30			NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$400.00				
E 16	3	10/30/12	11/02/12	Newschannel 3 News	530-6pm		:30			NM	1	\$470.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				4	\$470.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
1	3	10/29/12-11/04/12		Newschannel 3 News	530-6pm	-TuWThF----	:30		\$470.00	NM			
Credited													
3	3	10/29/12-11/04/12		Newschannel 3 News	530-6pm	-TuWThF----	:30		\$470.00	NM			
Credited													
4	3	10/29/12-11/04/12		Newschannel 3 News	530-6pm	-TuWThF----	:30		\$470.00	NM			
Credited													
E 17	3	11/05/12	11/05/12	Newschannel 3 News	530-6pm		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$470.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
1	3	11/05/12-11/11/12		Newschannel 3 News	530-6pm	M-----	:30		\$470.00	NM			
Credited													
18	3	10/30/12	11/02/12	Newschannel 3 News	6-630pm		:30			NM	4	\$2,360.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				4	\$590.00				
19	3	11/05/12	11/05/12	Newschannel 3 News	6-630pm		:30			NM	1	\$590.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$590.00				
20	3	10/30/12	11/02/12	7-730pm	7-730pm		:30			NM	3	\$3,495.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				3	\$1,165.00				
21	3	11/05/12	11/05/12	7-730pm	7-730pm		:30			NM	1	\$1,165.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$1,165.00				
22	3	10/30/12	11/02/12	The Insider	730p-8pm		:30			NM	3	\$3,495.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-TWTF--				3	\$1,165.00				
23	3	11/05/12	11/05/12	The Insider	730p-8pm		:30			NM	1	\$1,165.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$1,165.00				
24	3	11/03/12	11/03/12	730-8pm	730-8pm		:30			NM	1	\$70.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S-				1	\$70.00				
D 25	3	11/05/12	11/05/12	Monday Prime	9-10pm		:30			NM	0	\$0.00	
26	3	10/30/12	10/30/12	NCIS	8-9pm		:30			NM	1	\$4,660.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-T-----				1	\$4,660.00				
E 27	3	10/31/12	10/31/12	Wednesday Prime	10-11pm		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	--W----				1	\$1,765.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
1	3	10/29/12-11/04/12		Wednesday Prime	10-11pm	---W-----	:30		\$1,765.00	NM			
Credited													

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
544285 /	07872465

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/05/12	DSCC	//1139

<u>Advertiser</u>	<u>Original Date / Revision</u>
Democratic Senatorial Ca	10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 28	3	11/04/12	11/04/12	Sunday Prime	7-8pm		:30			NM	0	\$0.00
29	3	10/30/12	11/02/12	Late News (M-F)	11-1135p		:30			NM	4	\$3,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$755.00			
30	3	11/05/12	11/05/12	Late News (M-F)	11-1135p		:30			NM	1	\$755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$755.00			
D 31	3	11/03/12	11/03/12	NCAA Football	12n-3p		:30			NM	0	\$0.00
32	3	11/03/12	11/03/12	NCAA Football	330-7p		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				2	\$625.00			
33	3	11/04/12	11/04/12	NFL Football (Early)	1-5p		:30			NM	1	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,375.00			
D 34	3	11/04/12	11/04/12	NFL Football	4-8pm		:30			NM	0	\$0.00
35	3	11/05/12	11/05/12	Monday Prime	8-9pm		:30			NM	1	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,680.00			
36	3	11/03/12	11/03/12	NCAA Football	Various		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				2	\$625.00			
N 37	3	11/05/12	11/05/12	Monday Prime	8-9pm		:30			NM	1	\$3,530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$3,530.00			
N 38	3	11/03/12	11/03/12	NCAA Football	Various		:30			NM	1	\$1,935.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,935.00			
Totals											67	\$42,620.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	67	\$42,620.00	\$36,227.00
Totals	67	\$42,620.00	\$36,227.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.